



# Who's Who in the Region

**Sharon Laudisi-Parente**, Clean Energy Program  
Manager for the Long Island Power Authority (LIPA)  
in Long Island, New York

**LIPA's Clean Energy Initiative** started in 1999 and is a  
10-year, \$355 million commitment to promote clean, new  
electric generation technology

LIPA's broad initiative encompasses nearly a dozen energy  
conservation programs and a cutting-edge Research,  
Development & Demonstration (RD&D) effort



# Program Performance

1999-2004

Total Cumulative Energy Saved:

**955,648 MWh or 955,648,000 KWh**

Residential Home Energy Savings:

Equivalent to powering **101,513 Long Island homes for one year**

Total cumulative energy savings based on LIPA's 2004

Residential Home Energy Estimate of 9,414 KWh/yr

Total Cumulative Emissions Reductions:

**NOx = 1,893 Tons**

**SO2 = 4,988 Tons**

**CO2 = 1,298,073 Tons**



## Lighting and Appliances



### What We Do:

- Promote market transformation by building market awareness and demand for ENERGY STAR® qualified products

### How We Do It:

- Through 102 Appliance Retail Stores and 160 Lighting Retail Stores
- Retail Sales (Home Depot, Lowe's, etc.)
- Training/Rebates/Expos/Web-site
- Leverage Regional Partners (NEEP, NYSERDA, NYPA)
- PR Campaigns (Emmy winning commercial)

## **Consumers:** Instant coupons throughout the year

- \$1.50 off ENERGY STAR qualified bulb packages
- \$15.00 off ENERGY STAR qualified fixtures

## **Retailers:** Field services to every enrolled store across Long Island, including hardware stores, independent retailers, mass merchants, DIYs, electrical distributors and lighting showrooms

- Co-op advertising reimbursement for lighting retailers that promote ENERGY STAR qualified CFLs and fixtures
- Train Sales Associates and Cashiers
- Place coupons, POP, and signage
- Verify product placement and price
- Organize and staff in-store lighting promotions

# ENERGY STAR

## Lighting and Appliance Program

### Results to Date:

|                   |           |
|-------------------|-----------|
| • CFLs            | 2,017,854 |
| • Fixtures        | 158,994   |
| • Clothes Washers | 44,767    |
| • Torchieres      | 30,191    |

**Total Participants:** 2,251,806

**Total Dollars Rebated:** \$13,406,455

# Industry Cooperative Promotions

This year LIPA is implementing an 18-month **Negotiated Cooperative Promotion** (NCP) with lighting manufacturers and retailers:

**July 1, 2005 through December 31, 2006**

In order to be considered, manufacturers must partner with retailers in the LIPA territory. Manufacturers cannot submit proposals without a formal commitment from a retail partner located on Long Island.

**LIPA's Goal:** Increase market share and volume of ENERGY STAR qualified lighting sales, **particularly independent and third-party tested product**